

# FLEISCHER'S ANIMATED NEWS

VOL. I. NO. 6

MAY 1935.

10 CENTS.





HOW STORIES ARE WRITTEN

by  
BILL TURNER

We start with a conference. Subjects are discussed, written down and tossed into waste basket. When basket is full a subject is selected at random from basket, and we decide to work it out. We go to our respective seats and this happens ---

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Suddenly someone interrupts with an idea. We go into another conference and discuss the merits of indoor balloon ascensions. The story is now half complete. -- We again go to our seats and this happens ---

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We are disturbed for lunch. On returning we meet and have a short discourse on blue fishing. The story is now complete. It is submitted and accepted and we then go out and get plastered. .... And that's my story ----- As well as yours.



don figlozzi's

# PREVIEWS...

## "KIDS IN A SHOE" (COLOR CLASSIC)

### ANIMATION:

Seymour Kneitel....Geo. Germanetti  
Doc Crandall.....Eli Brucker  
Wm. Henning.....Dave Hoffman

### COLOR BACKGROUNDS:

Fermin Rucker..Anderson  
Craig

### SETBACKS

John Burks

.....SYNCHRONIZATION (Old Lady's voice) Mae Questel ...

Guess you all remember that famous old childhood poem about the "Old Woman That Lived In A Shoe That Had So Many Kids She Didn't Know What To Do?" Well that wasn't the case with our little old woman...She knew what to do and what's more she did it...

Our story starts with a long shot of the shoe with the kids playing around. The real fun starts when dinner time comes and continues at a fast clip as the children are sent to wash themselves and go to bed. The usual pillow fight ensues and everything seems to be beyond control until the little old woman pulls the surprise gag of the picture. Her bit of strategy works like a charm and all is serene as the picture is brought to a close.

Incidentally, the working title of this picture was "The Old Woman That Lived In A Shoe", just in case.....

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## "LOVE OR RICHES" BETTY BOOP

### ANIMATION:

Myron Waldman.....Edward Nolan  
Hix Lokey.....Lillian Friedman  
Herman Cohen.....Paul Fennell

### SCENARIO:

Jack Ward.....Tom Johnson  
Bill Turner

"LOVE OR RICHES" is another of the ever popular "MELLERDRAMMER" type of cartoons starring Betty Boop, supported by Fearless Fred and our best villain, Phillip the Fiend.

The locale is the interior of an old fashioned small town theatre. The opening scene shows that Betty and Fred are very much that way about one another, a situation to which our villain does not subscribe. Phillip (coises) the Fiend decides to make things as miserable as possible for our Fred and tries to lure poor Betty into his clutches by offering her diamonds and poils (heh heh) but Betty shows of what kinda stuff she is made and fights him off until Fearless Fred rushes into the scene and saves the day, or rather the picture.

This Betty picture offers quite a few laughs based on small town theatre back stage stuff, that even big town folks should enjoy. So here's hoping that Freddy (the Hero) can keep Phillip (the Fiend) away from our Betty (the darlin') until our next Mellerdrammer, which can't come too soon to suit us.



# TENTYPES

by

TED YON



SAM BUCHWALD, our Assistant General Manager has been with the studio for 4 years. He started by keeping the books for the firm. With the years, the firm grew and Sam grew. Sam was promoted to the position he now occupies. He likes it much better than keeping books. He has no relatives in the studio, therefore his success is credited entirely to his work.

He was born in March 1908, in the heart of New York City. Four years of his early childhood were spent in California. After a return trip across the United States, he found himself in New York again and has been living here since, except for the few months he resided in Brooklyn where he learned to appreciate the City.

He had a regular newspaper delivery route when he was a kid, and grew to be a scrappy youngster. The kids around his neighborhood were mowed down like hay and a rosy future in the prize ring beckoned to Sam, but he decided to study law. Trying to figure out how to go about it, made an accountant out of him. He attended Morris High School in the Bronx, and studied accountancy at C. C. N. Y.

During his childhood he had two encounters with two different horses. One of these meetings happened towards the close of day and he remembers it as a horrible "night-mare". His mother was driving a horse and buggy one day and Sam playfully attempted to pet the horse. The next instant found him on the ground between the horse and buggy. The other horse made its appearance when Sam was riding in a kiddie car. Rounding a corner on two wheels, the horse loomed up before him. The horse did some intricate side-stepping which he had acquired in a nearby dancehall and a serious accident was avoided.

Motion pictures have always been his chief interest. He was employed by the Agfa people as bookkeeper, ushered at the Bronx Opera House, where stock companies offered their talents and spent two years in the Music Department, at the Paramount Studios in Long Island, where he cavorted about the sets with Frederick March, Claudette Colbert and other Paramount luminaries.

He has been married for four years, but is still a great favorite with the girls. He's fastidiously clean and a neat dresser. His feet are very narrow, giving him trouble in finding shoes to fit him. He weighs 160 and stands 5' 10 $\frac{1}{2}$ ". He has gray eyes and naturally wavy brown hair. His favorite colors are blue and brown. He's a restful sleeper and is forever trying to wake up in the middle of the night to see whether or not he snores. He hasn't found out yet. He can give a pleasing performance when it comes to swearing. Listen in sometime when he's at it with Izzy.

His hobbies are bowling, at which he's not so good because Max beat him in 5 out of 9 games recently. His ambition is to bowl 300 and beat Max in 10 out of 10. He's trying to learn contract bridge and likes to see a boxing match now and then. He goes fishing at times, but the only thing he catches is a bad case of seasickness. His pet aversion is tapioca pudding.

He has a lonely tonsil which is causing him a lot of trouble. Rumors have it that it will have been removed by the time you're reading this. He's a very good natured person and it is rarely that you see him when he's not sporting a smile.

His favorite beverage is a chocolate malted, but people don't serve malteds at gatherings, do they?



# TWENTYPIES

by TED VOSI



MARY JONES was born in Astoria, Long Island, on Dec. 30th 1912. The year ended at her birth and so did the stork's visit to the Joneses, because when her mother saw her she said "nuf". There were 4 girls and one boy before her.

She was always up to some mischief. When an argument arose between another little girl and herself, she rushed home to get her father's badge so that she could arrest the girl. Mary had a habit of leisurely walking into a candy shop, selecting a handful of candy and believing that her father being a detective would make her some sort of an official, she nonchalantly walked out of the store without paying for the candy. Her mother

wasn't as nonchalant as Mary, because she had to pay the bills.

Mary studied dancing for 4 years and received an offer from R.K.O., but her father said "NO!" and her professional dancing career was nipped in the bud. She danced for charity organizations and different institutions, hoping that if she could get on the good side of the people in charge, she'd be able to live there in her old age. Dancing has always been her favorite pastime, and she has just started to take lessons again.

When she was a child she was afraid of the dark and still is. She wanted to follow in her father's footsteps and become a policewoman. Consequently she left school with only another half year ahead of her and to her dismay found that being a policewoman wasn't as simple as she had imagined. To keep her father from knowing that she had left school, she found employment with the New York Telephone Co., as a switchboard operator. Her father found out that she had left school only 3 weeks ago.

She weighs 115 pounds and hits the bar at exactly five feet. She has big blue eyes and is forever smiling, bringing into view two big dimples in her cheeks. She's a very restless sleeper. She kicks her feet all night and when she gets up in the morning she sits down on the side of her bed and rests. She sleeps in a night gown and in case you're interested, her body is covered with moles. In the morning she has to be awakened many times (28 if you wanna be technical) before she gets up.

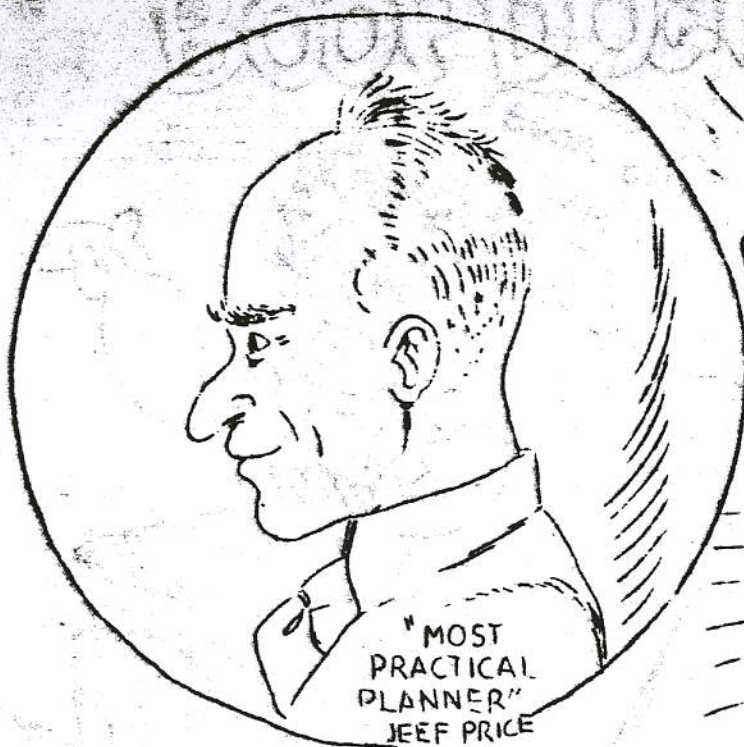
Her favorite food is chicken and spaghetti. She hates turnips and carrots and doesn't drink likker except when she feels she must be sociable.

She has one suppressed desire. It's her husband who is her favorite gas man. He's employed by the N. Y. & Queens Gas Co. They've been married for 7 months. She met him in September 1932. He taught her to drive a car and rode right into her heart. They were engaged in September 1933 and married in September 1934. Here it's 1935 and they're still married.

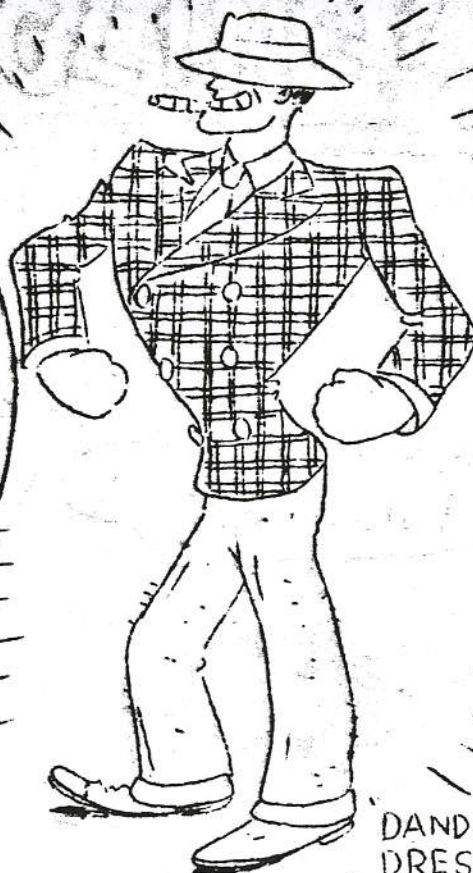
The studio was in need of a switchboard operator, called the New York Telephone Co., and a day later Mary Jones was tending the switchboard in our office. She's been with us almost 5 years and still likes it. She is Sam Buchwald's private secretary now.

Her favorite colors are blue and green, the green bringing out the Irish in her, or did you know that she was Irish? One of her recreations is swimming. She has a lot of habits. Some of them are good. She likes to walk through the studio and disturb people who are working by messing up their hair or tickling them and is forever pushing people out of her way.





"MOST  
PRACTICAL  
PLANNER"  
JEEF PRICE



"DANDIEST  
DRESSER"  
ABNER KNEITEL

## — STUDIO INDEX —

A FEW PEOPLE WHO WERE  
WINNERS OF TITLES BESTOWED  
BY YE EDITOR - MORE LATER -



"MOST  
INDELIBLE  
INKER"  
GIL GOLDFARB



"MOST  
COLORFUL  
OPAQUER"  
FLORENCE KRAEMER

- TENDLAR -



# BOOP DOGGLING!



I'M BOOPEYE THE SAILOR GOIL!



O BOOP BOOP-A-DOOP!!

ABNER KNEITEL



# DEFINITIONS OF STUDIO TERMS

(Willard Bowsky  
BY Anderson Craig

ANIMATION BOARD - - - A person tired of living.  
 PRE-SYNC - - - - - A political district.  
 POST SYNC - - - - - A pile driver.  
 SCENE - - - - - An unpleasant domestic disturbance.  
 EXPOSURE SHEET - - - The Daily News.  
 CEL - - - - - A room in a jail.  
 SET BACK - - - - - A reversal in fortune.  
 COLORING - - - - - Is my face red?  
 FROZEN PAN - - - - - Eddie Cantor.  
 WIPE-OUT - - - - - Dunt esk.  
 HOOK UPS - - - - - A noise one makes when drunk.  
 BREAKING DOWN - - - - Result of worry and over work.  
 PAN - - - - - Implement for frying eggs.  
 CROSS DISSOLVE - - - Divorce secured in anger.  
 BACK GROUND - - - - - A place for modest, retiring people.  
 PLANNING - - - - - Shaving down a board with a tool used by carpenters.  
 MATCHING - - - - - Work done by a marriage broker.  
 FIELD - - - - - Past tense of feel.  
 INBETWEEN - - - - - Neither here nor there.  
 INKER - - - - - One of a tribe of South American Indians.  
 PEGS - - - - - Belonging to Pogy.  
 WASHING CELLS - - - - Janitor duty in Sing Sing.  
 TOP CEL - - - - - In a square rigged vessel a square sail next above the  
 lowest sail of a mast.  
 FRAME - - - - - Method of sending an innocent person to jail.  
 SOUND TRACK - - - - - The road a locomotive runs on, in good condition.  
 OPAQUER - - - - - Method of calling head of coloring department.  
 STOCK PAN - - - - - Enclosure where cattle are kept.  
 METRONOME - - - - - A news reel.  
 HALF BEAT - - - - - Not entirely lost.  
 HAIR LINE - - - - - The extent of ones hair.

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## ANIMATED NEWS FUND REPORT

Balance in April Issue		\$106.00
<u>Receipts</u> - Sale of April Issue		14.80
Advertising		.25
		<u>\$121.05</u>
<u>Deductions</u>		
Loan Made	\$50.00	
Repaid in April	<u>10.00</u>	
		* 40.00
Balance In Fund		<u><u>\$81.05</u></u>

\* The balance of this loan will also  
be repaid.





BETTY BOOP'S

FASHION SHOW

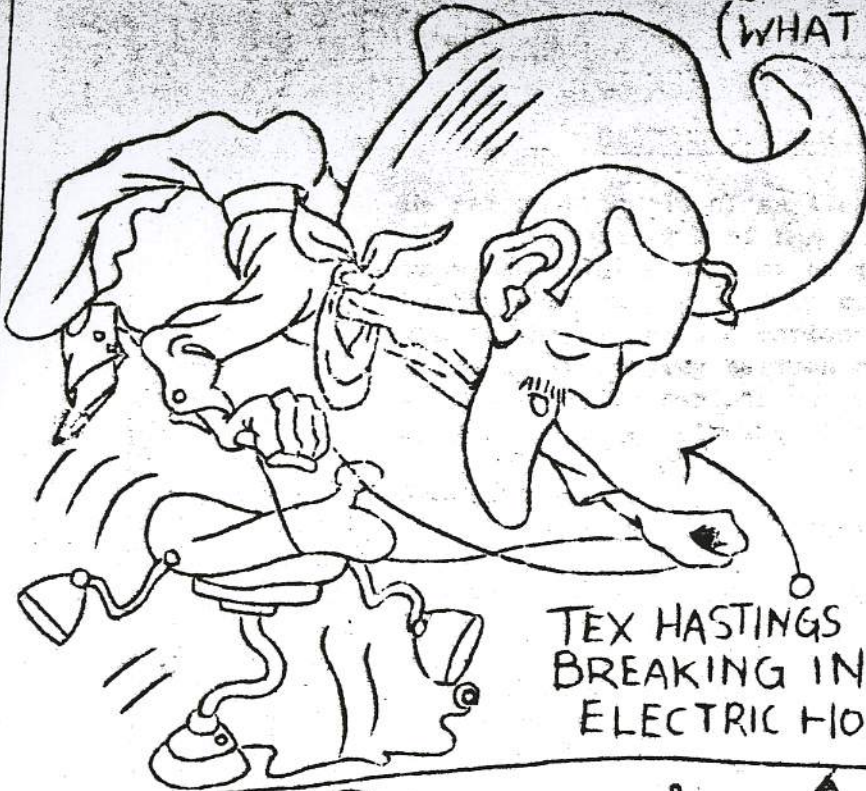
NOW SHOWING

SLUMBERLAND ATTIRE





BUT FOR THE GRACE OF GOD  
(WHAT THEY MIGHT HAVE BEEN)



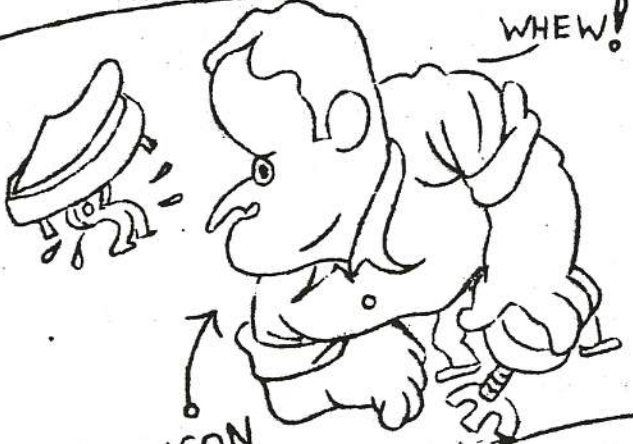
TEX HASTINGS  
BREAKING IN  
ELECTRIC HORSES

FRANK PAIKER



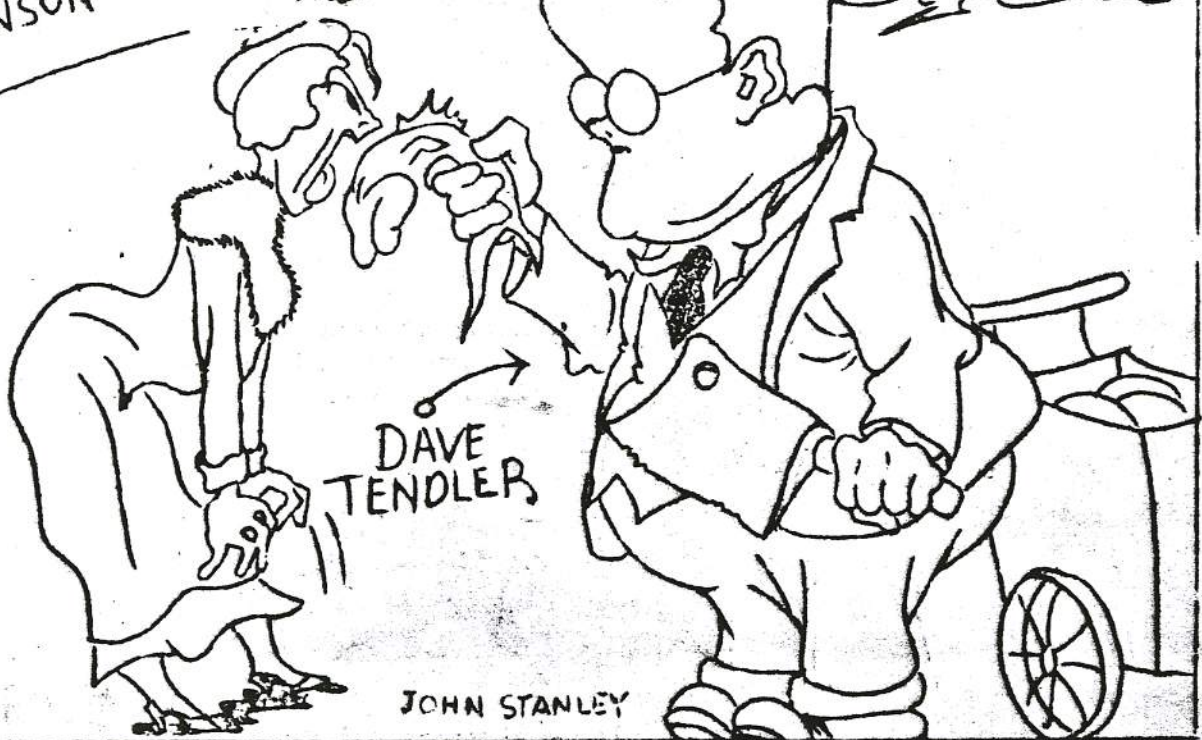
PSSST

WHEW!



TOM JOHNSON

SURE IT'S  
FRESH, LADY  
SMELL IT!



DAVE  
TENDLER

JOHN STANLEY



### CARTOON TRAGEDY

He sat on a couple of cartoon kegs  
With a cartoon dish of ham and eggs,  
On a chair lay a pair of cartoon hose,  
On the wall hung a suit of cartoon clothes,  
And on the floor on a cartoon mat  
Lay a silly looking cartoon cat,  
While a genuine cartoon radio  
Played a cartoon version of "Old Black Joe".

The fact was, he hated this cartoon life,  
The poor chap even had a cartoon wife,  
And the cartoon kids, an even dozen  
And the cartoon uncle, aunt and cousin.  
He smoked up packs of cartoon butts  
'Til his awful fate had driven him nuts.  
And that's how they found him stark and dead  
With a cartoon bullet in his cartoon head.

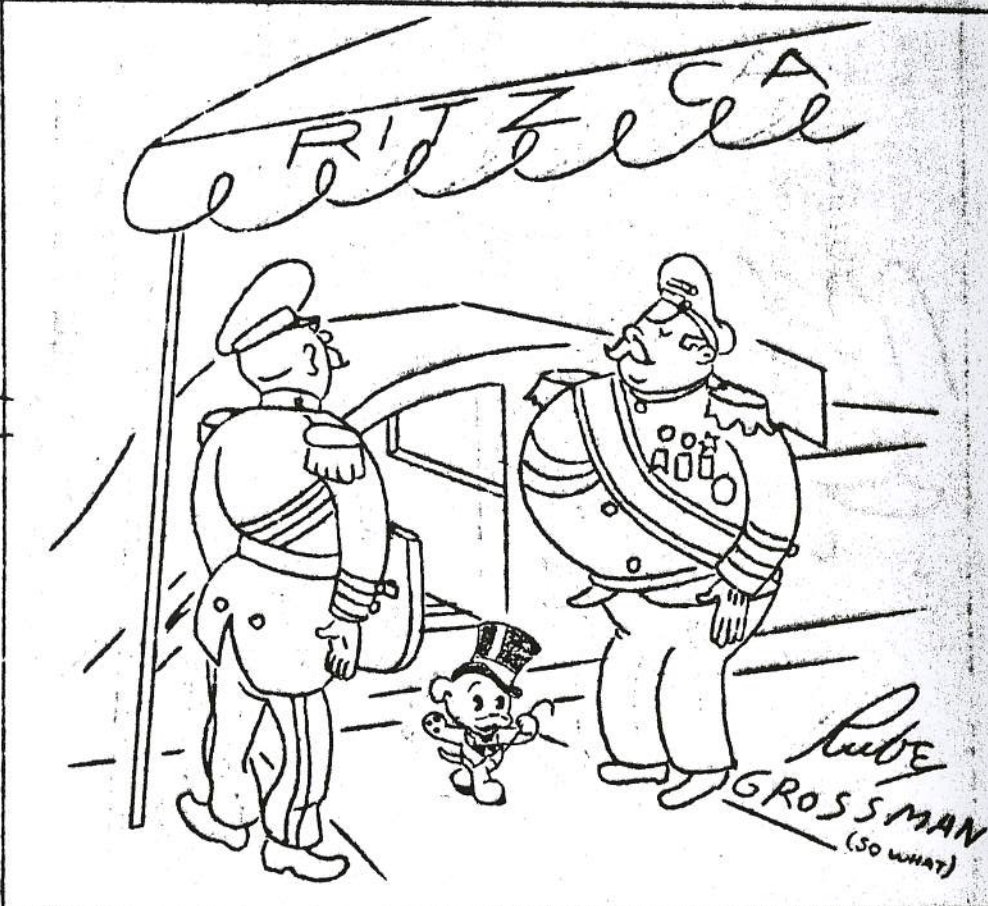
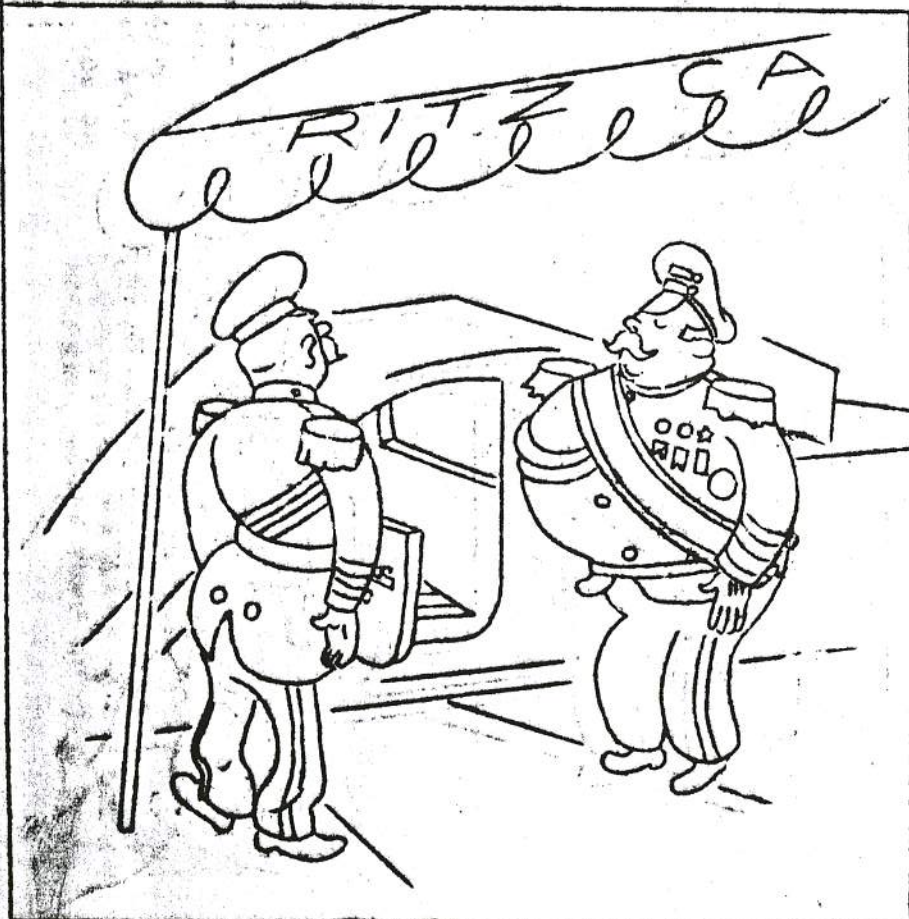
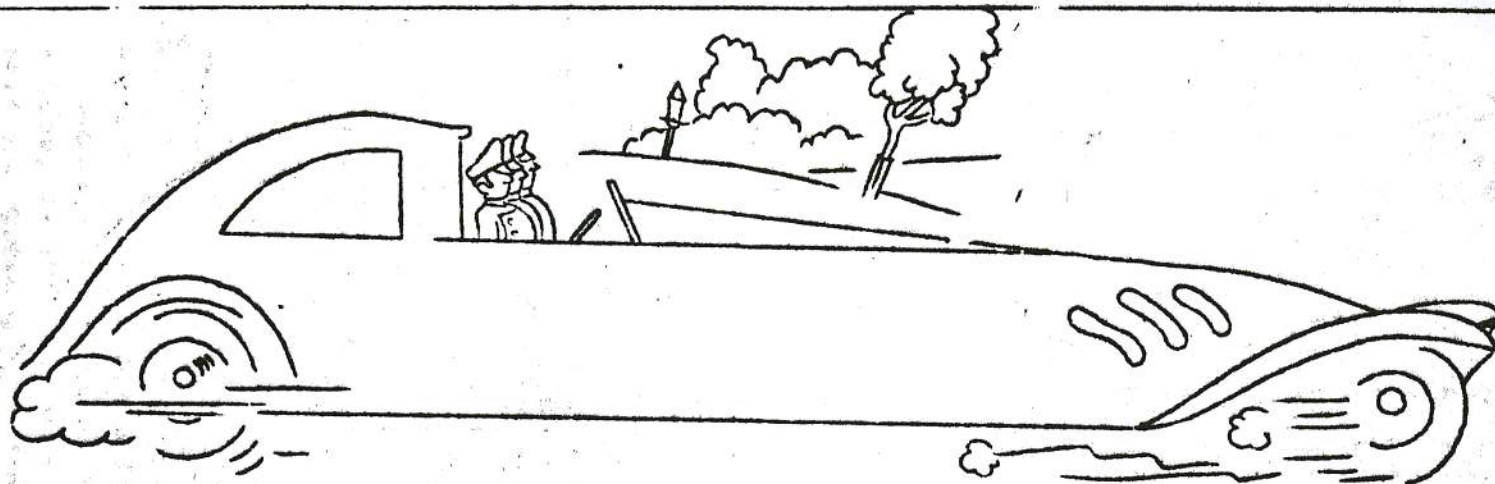
Saul Kessler.

### P U N - V E R B S

By Roberta Whitehead.

People that live in glass ~~HOWSEN~~ shouldn't throw stones.  
All ~~BURKE~~ and no play makes Jack a dull boy.  
~~SPARBER~~ rod and spoil the child.  
Hell hath no ~~FEURY~~ like a woman scorned.  
A ~~WARD~~ to the wise is sufficient.  
One good ~~TURNER~~ 'serves another.  
It's an ~~AL WINDLEY~~ that blows no good.  
The ~~KIRSH~~ of an aching heart.  
~~TUMEY~~ or not ~~TUMEY~~.  
Keep the home fires ~~VERNICK~~.  
Not a ~~KORFF~~ in a carload.  
Has ~~HENNING~~ body here seen Kelly?  
This ~~HIRSCH~~ me more than it does you.  
The ~~MOORE~~ the merrier.  
Sweet and ~~LOEB~~.  
The ~~PLATT~~ thickens.  
Old ~~ROCKER~~ chair's got me.  
~~JAKE~~ the news to mother.  
The ~~KRAETTER~~ the crop.  
Thus ~~ENDRES~~ the story.







# H-LVES OF THE MONTH

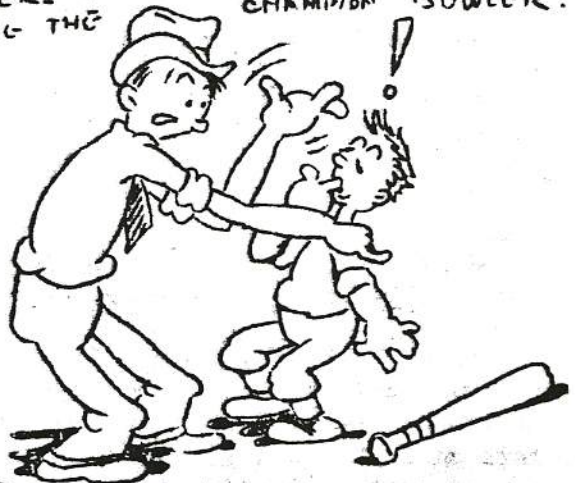
BY  
JIMMY  
CLABBY



FRANK PARKER + SEYMOUR KNEITEL  
CAME CLOSE - IN FACT TOO CLOSE IN  
TAKING THE BOWLING CUP FROM CHARLIE  
SCHETTLE. PARKER CAME WITHIN 9 POINTS  
OF BEING THE CHAMPION BOWLER.



MAX FLEISCHER WAS PRESENTED WITH  
A MEDAL FOR THE LOW SCORE OF 100  
IN BOWLING - THE MEDAL HAD THE DATE  
+ SCORE ENGRAVED + WAS GIVEN TO  
MAX AS SOON AS HE FINISHED  
BOWLING. IT SEEMED TO HIM AS IF  
PEOPLE KNEW HE WOULD ROLL 100 ON  
THAT NIGHT.



OUR MARRIED MEN ARE STILL  
IN A HAZE AS TO HOW THEY  
COULD BE BEATEN BY NERE  
YOUNGSTERS - IN A GAME OF  
BASEBALL TO THE TUNE OF 7-6  
CLABBY



# DOWN THE STUDIO LANE

by

TER-105

Our team of single men were the victors in the annual base-ball game. The score as you already know was 7 to 6 in their favor. Charlie Schettler distinguished himself by hitting a homer, a double and by stealing bases all afternoon. The bats weren't the only things used in hitting the ball. Larry Lippman decided to be different and use his head. He knows better now. Jake Ozarkowitz was unable to attend the ball game. He had to stay home and wash the windows. The comedy relief of the afternoon was supplied by Sam Stimson who hung from the tops of the stands and twisted himself into all sorts of grotesque shapes to get a good picture with his movie camera. Something must have gone wrong, for all of the film he shot was spoiled. The victors are anxious for a return game with the "ball and chainers", and are confident of handing them a reverse again. OKAY ye vanquished, be ye men or be ye mice???

Don Figlozzi has just added a hand-carved pipe to his collection which now reaches 17. His collection is valued in the neighborhood of 75 dollars...They say that Myron Waldman was shot on his recent week-end trip, but we know that he's in a hospital bemoaning the loss of his appendix...Lillian Friedman and Herman Cohen are carving hearts on trees. There's one in their department...Ask Myron Waldman to give you his imitation of Millie Figlozzi. He's better at it than she is herself...Is it true that Myron and Kitty Pfister have something in common???...Bill Seeschaaf expects to say "I do". He doesn't know the exact date yet...Ask Jake Ozarkowitz to show you some of his sport cartoons which he draws in his spare time. They've got swing...Marcella Chadkin has a match trick that will burn Bill Turner up, or maybe it's the same one...

What fair opaquer thinks Izzy Sparber is charming? He's been holding Sydel Solomon's hand while she sang lilting songs to him...Though he gives no evidence of it, what inbetweener is rolling in wealth?...What's the reason of Tom Moore's mid-day visits to the 8th floor, or should I say WHO?...Loah Berlinger is filling her spare time with dancing lessons. She wants to keep that girlish figger...See Abner Kneitel for reduction passes to the pool at the Park Central...Max Fleischer won 50 cents in a bowling match with Sam Buchwald early last month...Who's the mysterious Helen who keeps calling John Pierotti of the opaquer's clan?...Toni Di-Paola is the latest addition to the list of inbetweeners with that "surplus energy". Ask Edith Vernick about it...Which of the taller col decorators is known as the studio pest?...Look out for Jim Miele of the story tellers. He's a practical joker what am I...We know an opaquer and an inbetweener who believed every word in Edith Vernick's April Fool Tintype. Also a lot of people who went for the stuff in the paragraphs of ye Studio Lane...

Ellen Jensen is or was modelling for Fermin Rucker's newest painting...Sophie Korff thinks Jake Ozark (one of the Walter boys) is so interesting. "He's different" she says...Imay Bill Bird, she's been reported engaged...Alden Getz is slated to tell us how Movie Cartoons are made via WOR at 3:15 P.M., the day after tomorrow. He's hoping for some fan mail...Mine Williams expects to Lohengrin it this Aug...Jim McCabe has been dubbed "Judge" after two weeks of jury duty...Kitty Pfister has been dreaming about what studio exec? He's her secret passion...Herman Cohen has found a swell way of field lining his animation board. Ask him to show it to you. (Here's where the backgrounders go into an extra 8 hour shift)...Alfredo Jimenez is the latest to bid us farewell. He's glad to leave the studio because of a swell contract handed him by a large firm, yet he's sorry to leave all of his friends here. Lots o' luck Alfredo...



Lou Lager of the Inking Dept. has a puzzle that will make you tear your hair out. It's like this:- Smith - Robinson - and Jones work on a train as; Fireman - brakeman and engineer respectively. There are 3 passengers - Mr. Smith, Mr. Robinson and Mr. Jones. Mr. Robinson lives in Detroit. Smith beat the fireman at billiards. The fireman lives half the distance between Chicago and Detroit. Mr. Jones earns exactly \$2,000. per year. The passenger that lives closest to Chicago earns three times as much as the fireman and has the same name as the brakeman. What is the engineer's name? We've just pulled out our last tuft of hair. See what you can do with it.

One of our wandering reporters noticed some interesting hilites at the general meeting of the studio held on the fifth floor a number of weeks ago.

Janet Fay did justice to a half a dozen sandwiches. She hasn't been hungry since... Florence Kraemer occupied the dark corners with a lineup of romeos. Ellen Jensen was being shown around in a wheeled box by Joe Maloney and Eli Levitan.. Did you notice the bread line and those hungry looking faces? ... Saul Kessler was listening to a program on station WEAJ while Max was orating... Doris Feury was anxious to meet some of the he-men of the studio... Graham Place escorted one of the fairer brush wielders to her home.

Otto Feuer of the Inbetweening Dept. and his lady love will blend at the altar soon. Irving Levine's silent love is Beatrice Cypert. Janet Fay and Larry Lippman have phfft. She's making eyes at which of the more popular he-men? Marjorie Altura and our studio baritone were seen strolling together the other noon. John Stanley, one of the taller inkers has been sending cute pictures to Sydel Solomon. Roberta Whitehead came to Jake Ozark's rescue to the tune of 15 cents the other noon in a local cafeteria, probably saving him an embarrassing afternoon of dishwashing. Abner Kneitel and Florence Kraemer are that way. He calls her the "Blond Menace", because all the men is' after her.

Thumbnail description: Dave Hoffman: A ventriloquist's dummy... Milton Nadel had a write-up in his High School mag saying he's making Betty Boop cartoons.... Ditto for John Stanley of the pen pushers... Alfredo Ximenez had more imitators than any other studio staffer... Who's been sending lolly-pops to Marjorie Altura, our studio belle?... Bert Platt has invaded the Inbetweening Dept., which now houses two girls besides Edith Vernick, the other girl is Lillian E. Oremland, who was with the studio a few years ago but was forced to leave... Did you see Doc Crandall's "Boondoggle"? ... The studio will soon occupy the 5th as well as the 10th floor, thereby making it Fleischer's 5 and 10.... Bill Vandever is a horse-racing enthusiast.

Send Birthday greetings to John Burks on the 7th of this month. Lenard Kester on the 10th, Gordon Sheehan of the Inbetweening Dept. on the 11th, Max Kubel, one of the backgrounders on the 15th, Roberta Whitehead and Hal Seeger on the 16th, Helen Senzon on the 18th, Frank Endres celebrates his on the 22nd and Marianna Butts will take presents on the 30th. Send belated wishes to Jack Ward, Joe Stultz, and Seymour Levitan whose birthdays occurred yesterday.

Did you know that Lynn Seyb was a cattle man 29 miles west of the Mississippi? That Jack Ward, our nimble footed story-teller once published a cartoon book, and that he was part of the stage act of Northlane and Ward? .... That Joe Stultz, a stretcher bearer in the war was wounded so badly that he was given up to die? .... That Ellen Jensen is writing a book?... That Nelly Sanborn has had some of her poems published? That Bill Vandever was stranded in Bermuda in 1933 penniless? He was a member of the crew and missed his boat... That Ben Solomon while at the beach last summer saw his sister swimming with a girl friend who suddenly became panicky because of a cramp. Benny, dressed in knickers, and without stopping to remove his shoes jumped into the water. His knickers filled with water made



swimming almost impossible, but with a great effort he managed to bring the girl to safety... That Saul Kessler was drafted as a cartoonist during the war and that two of his cartoon posters are in archeries at Washington and were used to sell Liberty Bonds.... That Marion Halse won first prize in a Paul Whiteman radio audition? That Mina Williams sang for the late King Albert of Belgium when he visited the school she was attending?... That Roberta Whitehead danced in a Paramount Publix unit playing two weeks at the New York Paramount Theatre some few years ago? That Beatrice Cypert and Graham Place were neighbors in Denver, Colorado but didn't know it until they met here in the studio? .. and that the paragon would really like to meet a girl who hasn't at some time or another taken dancing lessons?

NEWS FLASH -- Roberta Whitehead to succeed the present editor of the Fleischer Animated News... Yes, it's true and we want to take this opportunity to sincerely thank all of the people for their time and effort in connection with the Animated News. Sincere thanx to Edith Vernick for her rhymes, and for her efforts in the late Lotta Barebax column, to Don Figlozzi for his previews, to Z. Szenics, Tom Moore, Bill Turner, Jack Rubin, Bob Barbour, Jay Van, Hal Seeger and John Stanley, and Jack Willis, for their swell drawings, to Willard Bowsky for his March cover, to Eddie Nolan for the February cover of the Animated News, to Saul Kessler for his rhymes, to Jack Mercer for his articles, and to all those who contributed to the past issues of the studio mag. And to show our appreciation for their sincere efforts in making the Animated News what it is today (shhh), we extend our gratitude to Dave Tendlar for his full page drawings and for the swell outside of this issue, to Marjorie Altura for her pretty fashion drawings, and her prize taking cover of the April issue and for her helpful hints to the mag, to Marilyn Werner and Norma Fain for their sincere efforts, and last but not least - thanx to Milton Fine and Larry Lippman. And now we want to wish our new editor everything for her success, and we know that all the people who have contributed to the News in the past will continue to submit their efforts. Thanx to all of you.

O K A Y Roberta, it's yours.

— o o —

Wanted: MONKEY WRENCHES.  
Any kind - old, new, rusty,  
or bent, any size or shape.  
ELI BRUGLER  
Animation Dept.

FOR SALE - Auto Graflex  
2 x 3. Zeiss 4:5 lens,  
film pack adapter. Speeds  
to 1-1000 sec. \$20.  
LOU ABBOTT - Inbet. Dept.